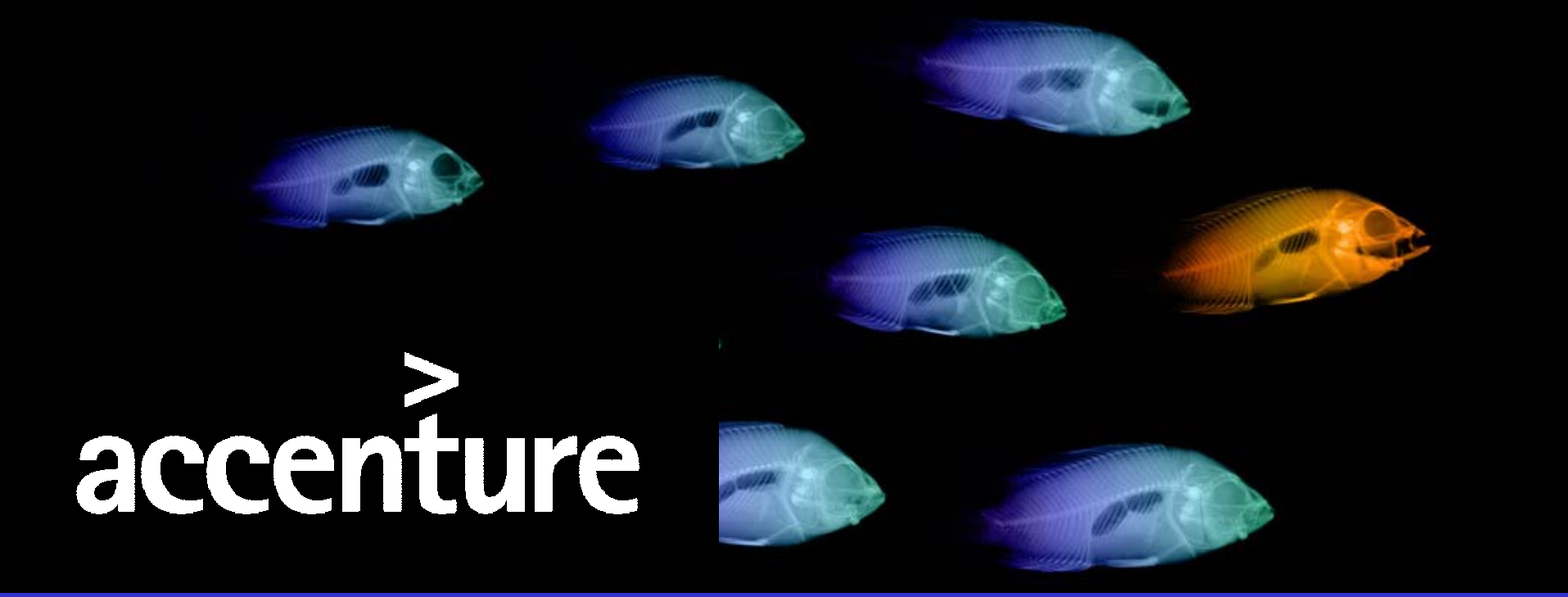

Always On, Always Aware Applications of Ubiquitous Computing

Anatole Gershman

Director of Technology Research

May 1, 2001

Let's take a look at the future...

Video Clip

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What should the mobile device do at the beach

Get you faxes from your office?

Or, would you rather have this?

NOKIA

XYZ Portal

Pina Colada
Coke & Rum
Golf reservation

Options Back

Our position on M-Commerce

M-Commerce is not about browsing the Web on your cell phone

It is about providing personalized services that are highly sensitive to the immediate environment and needs of the user

Sense the environment

Provide service

Enable action

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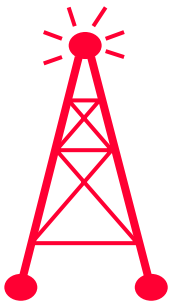
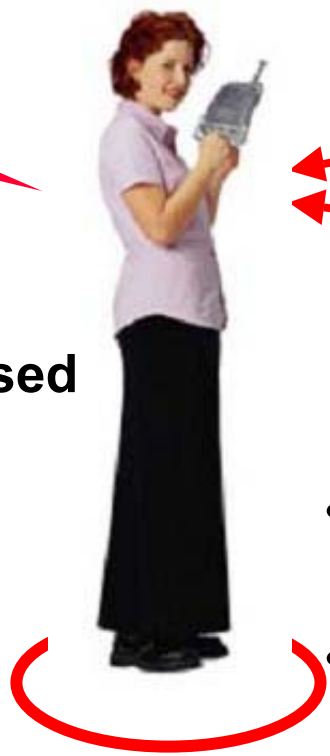
What can we realistically assume about the emerging wearable/portable platform?





Service Channels

- Continuous, packet-based connection at 64Kbs to 2Mbs

Effectors

- Interaction with local networks and devices (e.g., Bluetooth)
- "Walk in and play"

Sensors

- Geographic position - Voice commands
- Biometric and environment sensing

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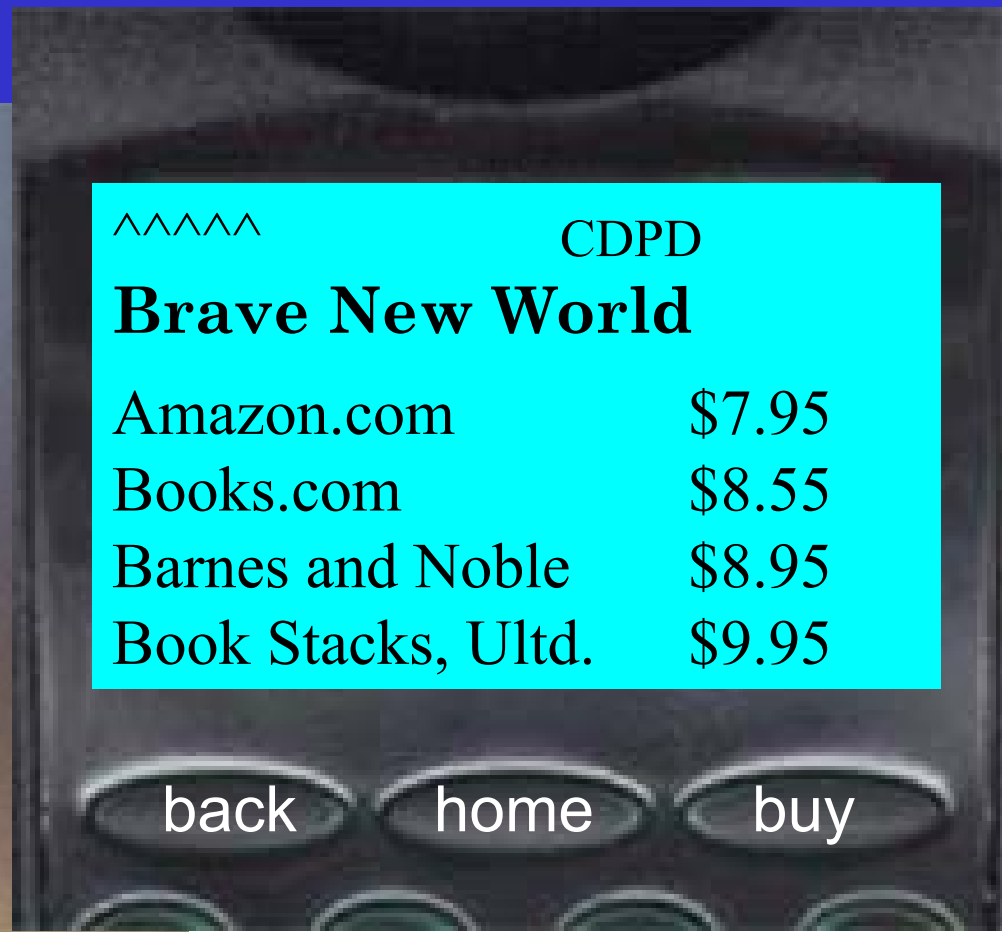
Re-thinking CRM



Location of your customer is the location of your business

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Real-world showroom

Your products will be able to sell themselves over and over again

©Accenture 2001

Re-thinking customer service

Video Clip

Mobile Devices will be the eyes and ears of service providers

©Accenture 2001

Re-thinking products and services: your products are your service dispensers…

Strive for a Physical Point of Presence wherever your products and services are used

Video Clip

I visited my doctor three times before breakfast today

Be ready to provide continuous services

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Micro-granularity of services: Insurance by the mile?

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Pay per use chairs?

©Accenture 2001

Killer App: Where is Junior?

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Your customers will not necessarily be human: Credit Card Barbie

- **Products as customers (the car, my house, the vending machine …)**
- **Limited decision making**
- **What about customer relationship?**

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Privacy: If we value it, someone will sell it to us

Personal Trust services will be the custodians of our private information and mediate between us and the world

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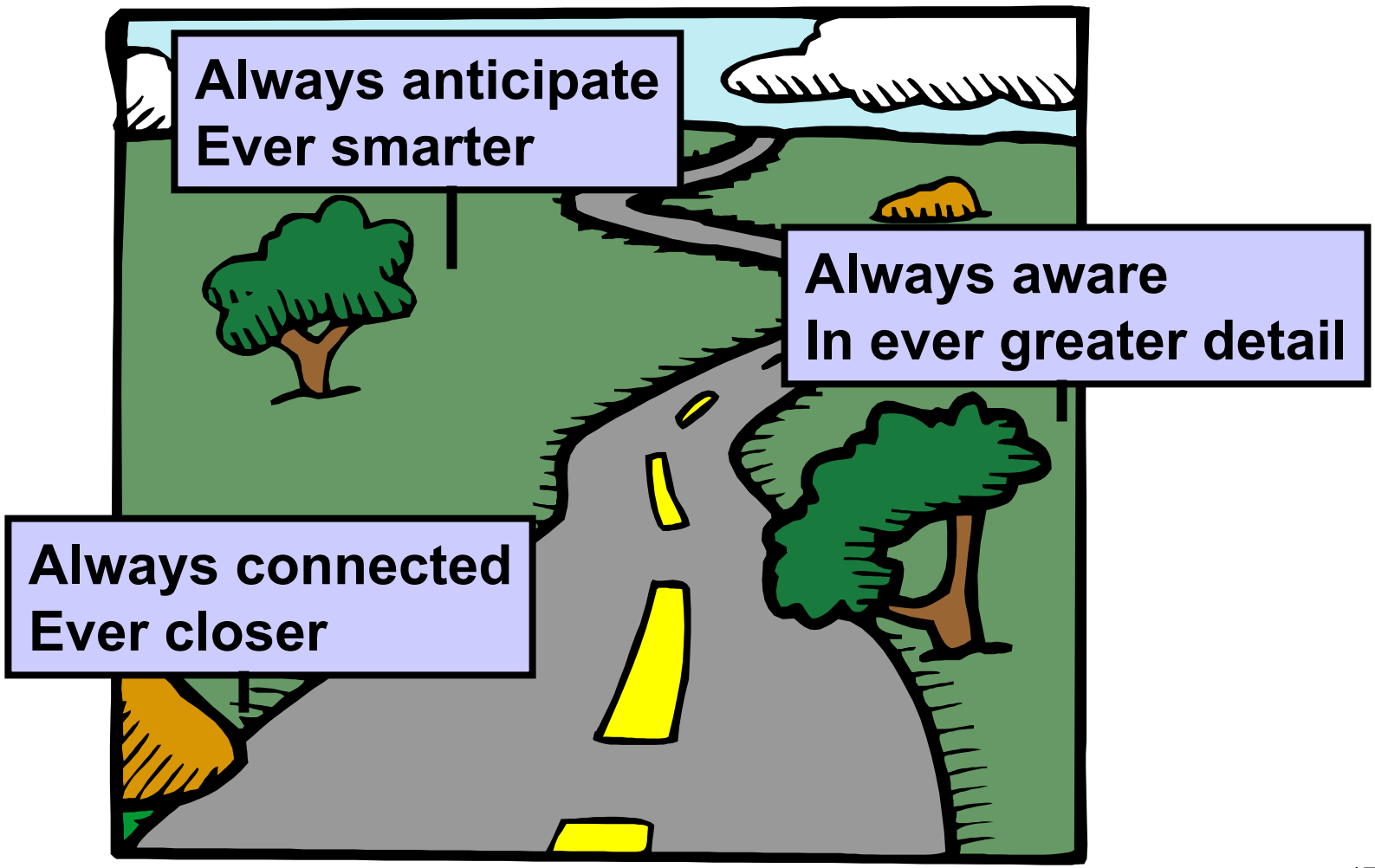
The road ahead



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